

Course Syllabus

GDS060_SyllabusSP2021-1.pdf [\(http://GDS060_SyllabusSP2021-1.pdf%C2%A0%C2%A0\)](http://GDS060_SyllabusSP2021-1.pdf%C2%A0%C2%A0)

Lecture Tues/Thurs 12:40 pm — 1:45 pm **Lab** (on your own) 1:45 pm — 2:15 pm

End of the Semester Final Date May 28, 2021, 12:40 pm — 1:45 pm

Instructor Amalia C. Broadbent

Canvas Email Amalia.Broadbent@wvm.edu

ConferZoom Office Hours (By Appointment Only) Tuesday/Thursday: 1:45 pm — 2:15 pm; 4:45 pm — 4:15 pm

Course Description

This introductory-level course in page layout uses Adobe InDesign software. Students assemble a variety of printed pieces such as booklets, brochures, magazine profile articles, newspaper ads, and other communication materials. Emphasis is on learning techniques used by graphics professionals to create full-color pieces integrating text, photos, and illustrations.

This course was revised to change the course title, to update the course description, textbooks and to revise course content and DE addendum. The name of Page Layout—this class was GDS063 InDesign.

Course Objectives

- Create and modify single and multiple page documents in different formats, such as brochures, newspapers, and books.
- Effectively place, format, and edit the text within various page layouts.
- Combine the use of text and images together in a single layout and prepare the document for output.
- Effectively place and format images within various page layouts.

The class involves both lecture and lab. Students complete hands-on exercises and projects based on video and/or written instruction. As an example of online lab activity, students may watch a video in which relevant techniques are demonstrated, then reproduce the work as a follow-along exercise utilizing the processes and techniques in the video. They also complete projects utilizing skills related to the course content and objectives. Online lectures may be delivered in various media formats, including written, video, audio, and other formats. Quizzes and tests may also be utilized to evaluate students' mastery of course material and objectives.

Student Learning Outcomes

Students will demonstrate an understanding of the fundamental principles and considerations of page layout design. Students will be able to properly set up a document to correct trim, bleed, margins, page

count, and folds.

Students will demonstrate an understanding of various image formats and their features and limitations. They will be able to use appropriate image types in the page layout at the correct size, resolution, and color space.

Students will demonstrate an understanding of typographic tools and typesetting features in InDesign. They will effectively use the type with appropriate consideration to the font, style, size, location, and formatting in regards to the legibility of text.

Students will demonstrate proficiency in combining text and images into a single layout and manage all related art assets for final output.

Canvas Information

Canvas is a course management system adopted by the WVMCCD for all classes.

When you log into the system, you will see a listing of classes that a faculty is teaching, or a list of classes that you are taking.

All class information and materials are accessible at Canvas.

Your **user-name** is your student ID number, and your **password** is your birthday.

Log in at **<https://wvm.instructure.com>** to access assignment drop boxes, assignments feedback, lectures, grades, etc. Refer to Canvas support there to help you learn how to use Canvas.

Resources

Adobe software like Photoshop and Lightroom is also available in the Academic Support Center located in the Student Engagement Center (SEC), room 154

Check http://missioncollege.org/depts/academic_support/
(http://missioncollege.org/depts/academic_support/)

Recommended Book

Adobe InDesign CC Classroom in a Book (2020 release) by Kelly Kordes Anton and Tina DeJarld
Print ISBN-13: 978-0-13-650267-8, ISBN-10: 0-13-650-267-9
Adobe Press PTG/Pearson Education

Adobe Tutorials

<https://helpx.adobe.com/indesign/view-all-tutorials.html#beginner-projects>
(<https://helpx.adobe.com/indesign/view-all-tutorials.html#beginner-projects>)

Course Requirements

- USB Flash Drive or Google Drive account to back up your design work.
- Adobe InDesign CC. You may subscribe at

<https://www.adobe.com/creativecloud/plans.html?promoid=KTDZX>

<https://www.adobe.com/creativecloud/plans.html?promoid=KTDZX>

- Attend all classes, work on projects, and submit your work by due dates.
- Participate in-class discussions and critiques.
- Take adequate notes during classes, this will help achieve assignments successfully.

Exercises and Assignments (Subject to change). Check assignment details and due dates on Canvas

Exercises and Assignments (Subject to change)

Check assignment details and due dates on Canvas

Week 1 Introductions | What is Page Layout | Workspaces | Postcard Exercise — Place Image, show bleed, and crop marks, export to PDF.

Week 2 Setting up a Document Basic features | Postcard Assignment — Teaser Ad 2 version Postcards (5"x7" and 7"x5").

Week 3 Styles and effects Poster Exercise — Jazz music research (visual diary of images, venue, artists/performers).

Week 4 Lab time for Poster Assignment — Music Festival Poster.

Week 5 Working with Typography Color Exercise — Research on Poster/Master Designer.

Week 6 Flowing text — Editing text Color Assignment — Color Explorations (3 color themes from the color wheel).

Week 7 Lab for Brochure Exercise — Brochure concept research of an existing brochure.

Week 8 Colors — Graphics | Brochure Assignment — Trifold Brochure (deconstruction of an existing brochure of your choice).

Week 9 Tabs | Tables | Grid Exercise — Create a columnar grid of a newspaper page layout.

Week 10 Grid Exercise — Deconstruct a newspaper layout (use actual headings and placeholder text for the body copy).

Week 11 Grid Exercise — Bioresearch of 3 designers or inspiring persons (visual diary of portraits plus work examples).

Week 12 Grid Assignment — Grid Layouts (2, 3, and 4 columns based on bios of 3 artists/designers or inspiring individuals of your choice).

Week 13 Working with Styles | Booklet Exercise — Setting Master Pages and Paragraph Styles.

Week 14 Output and Exporting | Booklet Exercise — Creating the Booklet Cover Spread.

Week 15 Work on Finals | Booklet Assignment — Booklet layout in InDesign (16 pages, printer spreads, for saddle-stitch binding).

Week 16 Booklet Assignment — Final Presentation. Show in Readers Spreads PDF and in Printers Spreads PDF and in Printers Spreads PDF.

Course Outline

1. Setting up a new document

- Setting up proper bleed and trim settings
- Setting up correct page count and orientation, margins, and columns
- Setting up Master pages

2. Working with objects on the page

- Create basic shapes in the document and how to manipulate them
- Duplicate, resize, rotate objects
- Align and distribute multiple objects on the page
- Change shape properties such as decorative corners
- Basic fill and stroke attributes

3. Working with type

- Flow text into the document and how to manage long text documents
- Work with threaded text and different ways to import text into InDesign
- Editing text: Word processing functions such as find and replace, spell check, custom dictionaries and editing marks
- Formatting text
- Changes to the text's appearance, such as font choice and size, settings for leading, kerning
- Paragraph formatting attributes such as space before and space after, hyphenation
- Use of special characters (non-breaking spaces, discretionary hyphens, ligatures, special glyphs)

4. Working with Colors and Graphics

- Different color models (RGB, CMYK, HSB, spot colors): explained in regards to print and web publishing

5. Working with Styles

- How to unify the text within the publication by managing the appearance through the use of paragraph and character styles

6. Outputting and exporting

- How to output to various destinations for print, PDF, web, etc.
- How to preflight files and ensure mechanical accuracy when packaging files

7. Copyright Issues

- General issues regarding copyright
- Basic copyright law and where to find creative commons license images for use

Lab Outline

Group Discussion

- Analyze, Critique, and Discuss Professional Graphic Design Examples
- Analyze, Critique, and Discuss Student Projects

Software Exploration in the classroom

- Interface controls, workspace, and document setup
- Best practices for industry and pre-press in file development
- Evaluating and researching existing printed materials*
- Disassembling and recreating existing printed marketing collateral*
- Developing iterative layouts in InDesign with content and parameters provided

*Printed materials and collateral may include (bi-folds, magazine spreads, posters, booklets, datasheets, etc.)

Hands-on Demonstration of Design and Software Techniques

- Step-by-step Demonstrations of Software Applications
- Step-by-step Demonstrations of the Design Process
- One-on-one Instruction

Distance Education Expectations

All courses at MC offered in a DE format must be delivered through the approved learning management system (LMS) and follow the policies approved by the Academic Senate. The policies can be found in the DE handbook. From the drop-down menu, please select the modality for this course. The modalities are described below. FULLY ONLINE (FO) (also known as “100% online”) – Instruction involving regular and effective online interaction that takes place synchronously or asynchronously and is supported by online materials and activities delivered through the college’s learning management system, and through the use of other required materials. All approved instructional contact hours are delivered through these online interactions. Fully online classes do not require in-person assessments or activities. If synchronous online activities are required, the schedule of classes indicates dates and times.

PARTIALLY ONLINE (PO) (also known as “hybrid”) – Instruction involving regular and effective online interaction for -any portion of the approved contact hours that takes place synchronously or asynchronously and is supported by materials and activities delivered in person and online through the college’s learning management system, and through the use of other required materials. Any portion of a class that is delivered online must follow a separate approval process. The approved online portion must meet the regular and effective contact regulation. The schedule of classes indicates dates, times, and locations of the required in-person components. ONLINE WITH FLEXIBLE IN-PERSON COMPONENT (OFI) – Instruction involving regular and effective online interaction that takes place synchronously or asynchronously and is supported by online materials and activities delivered through the college’s learning management system, and through the use of other required materials. Approved instructional contact hours are delivered through online interactions, supplemented by required in-person assessments or activities that are available at approved locations during a specified range of time. The schedule of classes indicates dates, range of times, and locations of all required in-person components.

Students are expected to log in to the LMS multiple times per week and participate in weekly discussion board (DB) assignments. DBs are the main type of formative assessment in this online course. The discussion board is a barometer of the learner’s comprehension. The responses are read for evidence of critical thinking; knowledge, comprehension, application, analysis, synthesis, and evaluation depending on the topics and questions presented. We are constantly evaluating if the student has gone beyond re-stating the content and is providing connections in their learning. In the discussion board facilitating, the instructor shows a presence while adding informal questions to gather insights and prompt shifts between convergent and divergent thinking.

In addition, students are expected to develop original work per assignment instructions using Adobe Creative Cloud software. Videos with software demonstrations are provided as well as links to other instructional videos.

Lecture hours

The lecture hours allow for “student to content” interaction through written materials (PDF), online articles/blogs links, embedded videos, images, and the like. Similar to the face-to-face course, students are expected to take a minimum of two hours per week on the “To Learn” content provided.

Lab hours

The lab hours allow for all three pillars of learning: “student to content”, “student to student”, and “student to instructor”. During these three-hours per week, the students will be practicing hands-on graphic design, reflecting, writing, and researching based on the content provided in the learning pages. It is here that both instructor and peer reviews may occur for visual assignments and projects primarily in the discussion boards. Additional time during lab may be devoted to assignment and project completion.

Grading

Class grade distribution

85% Exercises/Assignment Projects

10% Reading, Research, Discussion, and Class Participation

05% Reflections and Quizzes

Grading will be based on regular, timely attendance and active participation exercises and design projects, and quizzes/ tests. Most of your grade will be based on your exercises and projects. Due dates are important. It is your responsibility to turn in assignments on time.

Assignments turned in late will lose one letter grade point value. Late assignments will only be accepted for 1 week after the due date. Projects not turned in will receive 0 points. Exceptions will only be made in the case of serious medical or personal problems. The student is expected to produce original, independent work.

If you wish to be graded on a Pass/No-pass basis, you must notify Admissions and Records within the first 30% of the class term. The Pass/No Pass Grade Option forms are available on the Admissions & Records website under Forms & Requests. They are also available in the Student Portal. Check the school website for due dates.

Grading is based on a percentage of total points.

A = 94% to 100%

B = 84% to 94%

C = 74% to 84%

D = 64% to 74%

F = 0% to 64%

For the Pass/No Pass Option, 70% or above results in a grade of Pass.

Below 70% results in a grade of No-Pass.

A

The student's work must reflect outstanding achievement both in quantity and quality. The work pursues concepts, techniques above, and beyond the problem. The student must display an exceptional attitude in critique participation, response to criticism, and professional conduct. The student's ability to communicate and execute ideas must exhibit outstanding achievement. The student must adhere to the attendance policy.

B

The student's work must reflect above-average achievement both in quantity and quality.

The student pursues ideas and suggestions presented in class and goes to extra effort to resolve required problems. The student must display a positive attitude in critique participation, response to criticism, and professional conduct. The student's ability to communicate and execute ideas must exhibit above-average achievement. The student must adhere to the attendance policy.

C

The student's work must reflect an acceptable achievement both in quantity and quality, and all work must be completed as assigned. The student must display a positive attitude in critique participation, response to criticism, and professional conduct. The student should exhibit an acceptable level of ability in communication and execution of ideas and have an acceptable pattern of attendance.

D

The student's achievement is below average in quality and/or quantity. The student's response to criticism, professional conduct, and participation in critique is below acceptable standards or reflects an indifferent attitude. The student's work reflects an inability to satisfactorily communicate and execute ideas. The student's pattern of attendance may be unsatisfactory.

F

The student's work and attitude reflect an unsatisfactory level of achievement both in quantity and quality. The student exhibits an unsatisfactory ability to, communicate and execute ideas and a pattern of low productivity. The student's attendance record may be unacceptable. The student's lack of participation in critiques, poor response to criticism, and inappropriate professional conduct will result in a failing grade.

Attendance and Participation/Drop Policy

You will need to log on each week to gather materials, watch lectures, complete activities, assignments, take quizzes, and exams. **You need to complete a check-in assignment by February 10th, 2019.**

The check-in assignment is the first discussion topic, "Postcard Exercise". You need to complete the check-in assignment to remain in this course. Past this date, if you do not participate in assigned work for two consecutive weeks, I will attempt to contact you. If an additional week passes without resuming participation, you will be dropped from the course. Should an illness, injury, death in the family, or similar emergency arise during the semester, please contact me as soon as possible so we can work together.

Faculty Absence

If the instructor is not in attendance after 20 minutes from the scheduled start time of class, the class is canceled and the students may leave.

Cheating Policy

Dishonesty includes but is not limited to in-class cheating, out-of-class cheating, plagiarism, knowingly assisting another student in cheating or plagiarism, or knowingly furnishing false information to college staff, faculty, administrators, or other officials.

Following are definitions of in-class cheating, out-of-class cheating, plagiarism, and furnishing false information. These are not all-inclusive and the list itself is not meant to limit the definition of cheating to just those mentioned.

In-class cheating: during an examination or on any work for which the student will receive a grade or points, unauthorized looking at or procuring information from any unauthorized sources, or any other student's work.

Out-of-class cheating: unauthorized acquisition, reading, or knowledge of test questions prior to the testing date and time; changing any portion of a returned graded test or report and resubmitting as original work to be regraded, or presenting the work of another as one's own for a grade or points.

Plagiarism: unauthorized use of the expression of ideas from either published or unpublished work(s) as a student's own work for a grade in a class. This also includes the violation of copyright laws, including the copying of software packages.

Furnishing false information: forgery, falsification, alteration, or misuse of college documents, records, or identification in class or in laboratory situations.

Code of Student Conduct

It shall be the policy of the District to enforce a student code of conduct the purpose of which is to promote and maintain orderly conduct of a responsible student body in a manner compatible with the District and College function as an educational institution (EducationCode76030)

http://www.missioncollege.org/student_services/student_code.html

[\(http://www.missioncollege.org/student_services/student_code.html\)](http://www.missioncollege.org/student_services/student_code.html)

Disability Statement

Any student who feels s/he may need an accommodation based on the impact of a disability should contact me privately to discuss your specific needs. Please also contact DSPS (Disability Support Programs and Services) located in the Campus Center 408-855-5085 or 408-727-9243 TTY to coordinate reasonable accommodations for students with verifiable documentation.

Americans with Disabilities Act

An effort will be made by the instructor/s to provide information in an accessible fashion.

Accessibility considerations include:

Images will have alternative text descriptions to provide access for visually impaired students.

Readability will be emphasized using adequate color contrast and type size, and appropriate font choices.

Videos that are not one time use, such as individualized feedback, will be captioned.

ADA Statement: The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation required that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you believe you have a disability requiring an accommodation, please contact DSPS (Disability Support Programs and Services) located in the Campus Center 408-855-5085 or 408-727-9243 TTY

<http://missioncollege.edu/depts/dsps/index.html> [_ \(http://missioncollege.edu/depts/dsps/index.html\)](http://missioncollege.edu/depts/dsps/index.html)

Student Authentication

Many of the assessments in this course are project-based. Students will be asked to create original work and often document their process. The instructor will be able to evaluate the authenticity through content expertise and via submission of the project through several phases of work. Proctoring software may be used for quizzes and tests to verify student identification.

Safety Emergency for In-Campus Classes

According to Mission College guidelines, you have certain responsibilities when emergency procedures are initiated:

“It is the student’s responsibility to know the evacuation procedures, the evacuation route, and an assembly area for this classroom. In case of an emergency, you are to follow the directions of your Instructor. When directed to evacuate the classroom, be sure to take all of your belongings when you leave and remain with your class in the assembly area until you receive further directions.”

Additionally, the Mission College Facilities and Safety Committee offers the following advice:

“Mission College is serious about safety and we urge you to increase your awareness of some basic emergency preparedness procedures while on campus. Here are some key things you should know:

Locate (in every classroom):

- Classroom emergency phone
- All evacuation exits from your classroom and the fastest way out of the building without using ANY elevators
- Also know an alternate route in case your first choice is blocked.
- Designated assembly area for your building (map on classroom wall)

- Emergency Procedures for Campus Safety chart (on classroom wall)
- Nearest fire extinguisher and first aid kit

WVM-Alert - Emergency Notification

Free WVM-Alert will text, email, and call you to alert you to campus emergency situations.

Sign in to www.wvm.edu/emergency [\(http://www.wvm.edu/emergency\)](http://www.wvm.edu/emergency) and give us your contact information ASAP!

If you don't sign up, you won't be notified!"

Fees

All fees are due and payable at the time of registration. Mission College will be enforcing the Pay-to-Stay registration payment policy effective Fall Semester 2011. This is the policy that allows Admission and Records to drop students for non-payment of fees. If the payment is not made at the due date, the student will be dropped from all classes for which they are currently registered.

Holds will be placed on students' records for fees and any other financial obligations owed to the college. Mission College will not allow a student to re-register in the college nor will the college forward transcripts or any other records to other institutions when those students have holds on their records. Degrees and certificates will also be held until all outstanding fees have been paid or cleared.

Instructional Material Fee

It is the policy of the West Valley-Mission Community College District that the Governing Board may require students to provide instructional and other materials required for credit and non-credit courses, provided that such materials are of continual value to a student outside of the classroom setting and provided that such materials are not solely or exclusively available from the District.

Tutoring Information

Subject to change due to Covid Shelter In Place. Tutoring services are located at the Academic Support Center in the Student Engagement Center (SEC), room 154.

General Tutorial Center: Upon referral by an Instructor or a counselor, students can enroll in the Supervised Tutoring course, IS 947, where they can receive assistance on the basis of a learning need. The tutoring is available for all subjects (for Math tutoring please visit the Math lab, S2-401). Tutoring is provided at no charge by qualified, trained tutors. Tutors can give students feedback on their course work, help them understand assignments, and provide students strategies for improving their learning skills.

English-as-a-Second Language Lab: Multi-level computer, video, and audiotape, or print materials for ESL students are available in the center. These learning materials help non-native speaking students increase skills in writing, grammar, listening, reading vocabulary, and pronunciation of standard American English in preparation for the workplace or college study. Students in the ESL laboratory can also participate in workshops and conversation groups.

Reading Lab: Reading and study skills are developed in the Reading Center with the creation of individualized, self-paced, and multilevel programs for students. Multimedia computer software and high-interest instructional materials are available to address students' needs. With the help of specially trained Instructors, students can increase their skills in many areas, including reading comprehension, speed reading, study skills, vocabulary, phonics, and spelling.

Mathematics Learning Center (MLC): The Mission College Mathematics Department and the Mathematics Learning Center are committed to student success. In particular, the MLC offers educational support by offering numerous resources and services to all Mission College students with specific needs in the subject of mathematics. The MLC is a learning community where students come together to help and support each other in their mathematics course(s).

MLC services are free and available to registered Mission College students either currently enrolled in a mathematics course(s) or with a desire to review previously studied material. Tutoring is conducted in several languages by faculty, staff, and trained peers who have excelled in the subject of mathematics. The Mathematics Learning Center is conveniently located on the 2nd floor of the main building in room S2-401.

Students who are interested in receiving services, becoming a tutor, or having additional questions should stop at the center, visit our website at www.missioncollege.org/depts/math/mathhelp.asp (<http://www.missioncollege.org/depts/math/mathhelp.asp>), or call us at (408) 855-5320.

The Family Educational Rights and Privacy Act (FERPA)

(20 U.S.C. § 1232g; 34 CFR Part 99) is a Federal law that protects the privacy of student education records. The law applies to all schools that receive funds under an applicable program of the U.S. Department of Education.

For additional information, you may call 1-800-USA-LEARN (1-800-872-5327) (voice). Individuals who use TDD may call 1-800-437-0833.

Sexual Harassment and Sex Discrimination

In accordance with Title VII Section 1604, and Title IX of the 1972 Education Amendments, it is the policy of the West Valley-Mission Community College District to provide an educational, employment, and business environment free of unwelcome sexual advances, requests for sexual favors, and other verbal or physical conduct or communications constituting sexual harassment and/or sex discrimination as defined and otherwise prohibited by Federal and State law. Complaints by students or employees should be directed to the Associate Vice Chancellor of Human Resources. The telephone number is (408) 741-2131.

Mission College is a No-Smoking and Drug-Free Campus

The West Valley-Mission Community College District Policy 5.18.1 prohibits "the unlawful use, distribution, sale, or possession of alcohol, narcotics, dangerous or illegal drugs, or other controlled

substances, as defined in California statutes, on District property or at any function sponsored by the District or colleges.” Also, the campus community voted it’s a preference for a non-smoking environment and the decision is reflected in District Policy: The College’s non-smoking policy is enforced in all areas except for campus parking lots.

The College has an obligation to specify those standards of behavior essential to its educational mission and campus life. The students who are in violation of the Code of Student Conduct are subject to disciplinary sanctions that apply at all times on campus as well as to any off-campus functions sponsored or supervised by the college.

Code of Student Conduct

The grievance process is a formalized process to ensure the timely resolution of conflict at the lowest possible level. The first step is the informal resolution stage which involves the student who has a complaint and the staff member or specific group who is the other party in the grievance. The student must notify the staff person or representative of a group that she/he wishes to make an appointment for an informal meeting to review action within ten (10) days of its occurrence. In the absence of the Instructor or staff person and after a good faith effort to make contact, the grievant may directly contact the department chair. Additional information is available from the Vice President of Student Services.